

Macworld

Working with Macworld's Reviews Department

July 15, 2002

Macworld's goal is to review all key products in the Mac market; sometimes, space and resource considerations stand in the way of making that happen, but there's one thing that should never get in the way: communication between your company and Macworld's reviews department. Here are some tips to help you work with Macworld to get your product(s) considered for review.

Macworld Reviews Policy

Macworld can only review the final, shipping versions of products, and we strive to review them as soon as possible after they are released. Macworld reviews should be as timely, fair, and accurate as possible.

We place reviewed products in the context of the overall Mac market and a product's particular category. We measure products against company claims and in terms of how well they meet the needs of their target customer. All developers are eligible for Macworld reviews, not just the big names.

Make Sure We Know About Your Product

The most important thing you can do is to make sure we know about your product or product update as soon as possible.

Please send a press release or document (e-mail preferred) that clearly details:

- The kinds of users for which the product is intended
- The new and/or useful capabilities the product brings to Mac users
- Estimated date that the product will be available to the general public
- Pricing information for the product

Because Macworld has long lead times, we're happy to sign and honor NDAs (nondisclosure agreements) so you can tell us about your product even before it is released to the public—the sooner we know about your product, the sooner we can plan for its inclusion in the magazine. While Macworld does not publish reviews of pre-release software, seeing beta versions of products can be *very* valuable: it allows our reviewers to become familiar with a product, so that we can speed our review process once a final product has shipped.

Macworld's Beat System

We've split up different segments of the market into different categories, or *beats*. Each market category has a primary contact editor at Macworld, and any preliminary information about your product should go to that person. The beat editor is the person at Macworld who follows your category closely; they're the person that the Reviews department relies upon for information about what products we should be reviewing. (To find out who covers your particular product category, see the Macworld Beat Contact List or go to www.macworld.com/company/contact.html for the most up-to-date list.) If you're still not sure whom to call, you may contact the Macworld Reviews editors at reviews@macworld.com, and they will refer you to the appropriate beat editor.

If you are planning to be in the San Francisco area and would like to show us your product, we'd love to see you! Beat contacts are available to schedule in-person demonstrations of products in our offices at 501 Second Street, in San Francisco or another convenient location. (The Reviews team also tries to sit in on demos when their schedules allow.)

Send Products Whenever Possible

It helps to send us a copy of your product, be it download information (plus registration numbers) via e-mail, or boxed software or hardware via FedEx, UPS, or the U.S. Postal Service. Anything you send should be addressed to the beat contact for your product. **(Note that we cannot return any submitted materials except in the case of hardware that we specifically solicit from your company.)** [continued on back]

Please send all products to the appropriate beat editor at Macworld unless we specify otherwise. Note that you may receive product requests from people claiming to be Macworld writers or editors. To prevent fraud, check with us before sending them your product to make sure that person has an assignment from Macworld.

Macworld Mouse Ratings

Macworld writers and editors determine product ratings carefully. Products are rated on a scale from 1 to 5 “mice,” including half-steps. Mouse ratings represent the following concepts:

- 5 mice: Among the best products we’ve seen in its class; highly recommended.
- 4 mice: A strong, well-designed product; also highly recommended.
- 3 mice: A solid product, with a few problems that some users should be aware of; recommended.
- 2 mice: A product that has problems or bugs that can affect a user’s productivity, and should only be used with that understanding.
- 1 mouse: Product fails in its most basic tasks; not recommended in its current form.

As a rule of thumb, 3 mice and above represent “buy” recommendations from Macworld.

Editors’ Choice (“Eddy”) Awards

Every year Macworld grants Macworld Editors’ Choice Awards to the best new products of the year in many different product categories. This process is actually separate from the reviews process, and is a survey of the product preference of our editors. There is no formal submission process for the Eddy Awards; all new products are eligible and are considered by our editors. All products we review in a given year are eligible for the Eddy Awards; products we don’t review are also eligible.

After the Review

If you have concerns about a review after it has been published in Macworld, please contact the Macworld reviews department, either via e-mail (reviews@macworld.com) or by letter, and we will address your concerns as quickly as possible. Though we welcome your phone calls, written or electronic correspondence is usually the most effective route to resolve open issues. If it is determined that an error was made, or if there are issues that require clarification, we will rectify it in the magazine and online as soon as possible.

If you want to use parts of your product’s review or the Macworld mouse rating on your Web site or in your marketing materials, you must obtain permission from Macworld’s marketing department. To do so, contact Kasey MacMullen, Macworld Sales & Marketing Coordinator, at 415/243-3642 or kasey_macmullen@macworld.com.

Contacting Macworld

Note that our office address has changed as of April 29, 2002. Our current mailing address is:

Macworld
501 Second Street, 5th Floor
San Francisco, CA 94107

If you have questions about these guidelines, please ask your Macworld beat contact or Macworld’s Senior Editor for Reviews, Jennifer Berger, at 415/243-3541 or reviews@macworld.com.

Macworld

Beat Contact List

July 15, 2002

This list is subject to change – see www.macworld.com/company/contact.html for the most current list. E-mail addresses are formatted as `firstname_lastname@macworld.com`.

Business Productivity Software <i>word processing, spreadsheets, presentation programs, voice recognition, PIM, e-mail programs, database apps and plug-ins for those apps</i>	Philip Michaels (415) 243-3555
Utilities <i>shareware utilities, Finder utilities, virus protection software, disk utilities, security (including network security), cross-platform</i>	Jennifer Berger (415) 243-3541
Display <i>monitors, projectors</i>	Jim Galbraith (415) 243-3612
Digital Cameras <i>digital cameras, camera and photo utilities</i>	Rick LePage (415) 243-3570
Printers	Kelly Lunsford (415) 243-3607
Scanners	Terri Stone (415) 243-3563
Graphics <i>draw, paint, web graphics, 3D, CAD, plug-ins for those programs</i>	Kelly Lunsford (415) 243-3607
Print Publishing <i>print publishing software, prepress software, asset management, PDF</i>	Terri Stone (415) 243-3563
Audio <i>sound, music, MP3 players</i>	Jonathan Seff (415) 243-3568
Digital Video <i>video cards, DV software, DV camcorders</i>	Jonathan Seff (415) 243-3568
Networking <i>file servers, routers, 802.11, Bluetooth</i>	Jill Roter (415) 243-3518
Web Publishing & Internet <i>Web authoring software, Web publishing systems, and standards, Web browsers, Web servers, (Web) database servers</i>	Lisa Schmeiser (415) 243-3553
Mac systems and hardware upgrades <i>Mac OS, desktop and laptop systems, upgrade cards</i>	Jason Snell (415) 243-3565
Input Devices <i>mice, trackballs, graphics tablets, keyboards, keyboard/mouse switches</i>	Philip Michaels (415) 243-3555
Science, Math, Education <i>academic and educational software</i>	Jill Roter (415) 243-3518
Storage <i>removables, drives, RAID</i>	Jim Galbraith (415) 243-3612
Software Development <i>programming software</i>	Jennifer Berger (415) 243-3541
Gaming <i>games, joystick, gaming technology</i>	Jason Snell (415) 243-3565